

ABSTRACT

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A transmission apparatus includes a license data input unit accepting an input of license data which permits reproduction of a storage content linked from a streaming content; a multiplexer generating multiplexed data by multiplexing the inputted license data on a broadcast content for a predetermined period of time; and an output unit transmitting the generated multiplexed data to a content reproduction apparatus via digital broadcast. The content reproduction apparatus includes a receiving unit receiving multiplexed data; a demultiplexer extracting license data and a broadcast content from the received multiplexed data; and a content reproduction unit reproducing the extracted broadcast content, and when obtaining a storage content whose reproduction is permitted based on the extracted license data, reproducing the obtained storage content based on the license data by switching the reproduction from the broadcast content to the storage content.